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Display Ad Pricing

1 Column x 1 inch = \$10.00
Ads are priced \$10 per column inch, which means ads are measured in columns WIDE by inches high.

For Example:

2 col. x 4 inches = 8 col. inches,
so 8 col. inches x \$10 = \$80

How Wide is a Column?

1 column = 2 inches
2 columns = 4 inches
3 columns = 6 inches
4 columns = 8 inches
5 columns = 10 inches

Common Sizes*

Full Page

5 col. x 14 inches = \$700

Half Page - Horizontal Ad

5 col. x 7 inches = \$350

Vertical Ads

2 col. x 5 inches = \$100
2 col. x 7 inches = \$140
3 col. x 8 inches = \$240
3 col. x 10 inches = \$300

Horizontal Ads

2 col. x 2 inches = \$40
2 col. x 3 inches = \$60
3 col. x 4 inches = \$120
4 col. x 6 inches = \$240

Square Ads

2 col. x 4 inches = \$80
3 col. x 6 inches = \$180
4 col. x 8 inches = \$320

*Additional Sizes are available.

Artwork:

Need someone to design your ad? We can create your display ad for you, or you can email your camera-ready artwork to editor.buffalorocket@gmail.com

Color Ads:

Spot Colors are available for an additional cost. Throughout the year some pages of the *Buffalo Rocket* may run in color. Please ask for details.

Deadlines: Space Reservation

For Display ads needing design - all artwork and copy needs to be submitted by Friday at 5:00 pm Proofs will be available the following week.

For Camera Ready Display Ads or any Display Ad over \$200 the deadline is Monday at 5:00 pm

**THE MORE YOU RUN,
THE MORE YOU SAVE!**

SAVE 10%

by running your ad 4 consecutive times or more

SAVE 15%

by running your ad 13 consecutive times or more

SAVE 20%

by running your ad 26 consecutive times or more

Pay in FULL for 13 consecutive weeks or more get a Meet you Merchant Article on the front page for FREE!

Only one discount applies at one time.
Ad must be at least 2 columns x 2 inches or larger.

Want More Ways To Advertise?

Inserts

Your message could reach over
10,000 households.

Save 86% over Direct Mail Costs!

Insert your brochure, catalog or direct mail piece in the *Buffalo Rocket* for as low as \$45 per 1,000 pieces.

Inserts are another way to get your message out to potential customers. Place a flyer, brochure, catalog or direct mail piece into the paper for as low as \$45 per 1,000 pieces. If you need to get your piece designed and printed we can do that too!

The publisher reserves the right to examine each piece before finalizing exact quote. No third-party advertising can be accepted (ads sold to third-party may be inserted in the *Buffalo Rocket*.)

Restrictions: Inserts may not be smaller than 6" x 9" or larger than 10" x 13". Weight not to exceed 2 oz. Inserts with a Bulk Permit or First Class indicia are not acceptable, but inserts with a Business Reply Permit are acceptable. All inserts are subject to approval and must be submitted two weeks prior to publication date.

Classified Ads

You can advertise in the *Buffalo Rocket* using Classified Display Ads and Classified Line Ads. Classified Display is a display ad located only on the Classified Pages of the paper.

Classified Line ads are word ads priced per word, also located within the Classified Pages.

Classified Display ad rate is \$15 per column inch and Classified Line ads are \$10 for 20 words or less and 50¢ per each additional word.

"Meet Your Merchant" & "Familiar Faces"

The *Buffalo Rocket* offers their advertisers who complete 13 or more contracted weeks of advertising a front page feature article. The advertisements must run consecutive weeks and must be at least 6 column inches or larger. The advertisement will be discounted according to length of contract. Advertisers will be featured only once as a "Meet Your Merchant." "Familiar Faces"



2012 Deadlines

Issue No.	Ad Copy Deadline	Camera Ready
Issue 1 Jan. 5	Dec. 29*	Dec. 30*
Issue 2 Jan. 12	Jan. 6	Jan. 9
Issue 3 Jan. 19 - Coupon Page	Jan. 13	Jan. 16
Issue 4 Jan. 27	Jan. 20	Jan. 23
Issue 5 Feb. 2	Jan. 27	Jan. 30
Issue 6 Feb. 9 - Coupon Page	Feb. 3	Feb. 6
Issue 7 Feb. 16 Valentine Greeting Page	Feb. 10	Feb. 13
Issue 8 Feb. 23	Feb. 17	Feb. 20
Issue 9 Mar. 1	Feb. 24	Feb. 27
Issue 10 Mar. 8	Mar. 2	Mar. 5
Issue 11 Mar. 15 - Coupon Page	Mar. 9	Mar. 12
Issue 12 Mar. 22	Mar. 16	Mar. 19
Issue 13 Mar. 29	Mar. 23	Mar. 26
Issue 14 Apr. 5 Easter Greetings Page	Mar. 30	Apr. 2
Issue 15 Apr. 12 - Coupon Page	Apr. 6	Apr. 9
Issue 16 Apr. 19	Apr. 13	Apr. 16
Issue 17 Apr. 26	Apr. 20	Apr. 23
Issue 18 May 3	Apr. 27	Apr. 30
Issue 19 May 10 Mothers Day Page	May 4	May 7
Issue 20 May 17 - Coupon Page	May 11	May 14
Issue 21 May 24 Memorial Day Page	May 18	May 21
Issue 22 May 31	May 25	May 28
Issue 23 Jun. 7	Jun. 1	Jun. 4
Issue 24 Jun. 14 - Coupon Page	Jun. 8	Jun. 11
Issue 25 Jun. 21	Jun. 15	Jun. 18
Issue 26 Jun. 28 Fourth of July Page	Jun. 22	Jun. 25
Issue 27 Jul. 5	Jun. 28*	Jun. 29*
Issue 28 Jul. 12 - Coupon Page	Jul. 6	Jul. 9
Issue 29 Jul. 19	Jul. 13	Jul. 16
Issue 30 Jul. 26	Jul. 20	Jul. 23
Issue 31 Aug. 2	Jul. 27	Jul. 30
Issue 32 Aug. 9 - Coupon Page	Aug. 3	Aug. 6
Issue 33 Aug. 16	Aug. 10	Aug. 13
Issue 34 Aug. 23	Aug. 17	Aug. 20
Issue 35 Aug. 30	Aug. 24	Aug. 27
Issue 36 Sep. 6	Aug. 30*	Aug. 31*
Issue 37 Sep. 13 - Coupon Page	Sep. 7	Sep. 10
Issue 38 Sep. 20	Sep. 14	Sep. 17
Issue 39 Sep. 27 Labor Day Page	Sep. 21	Sep. 24
Issue 40 Oct. 4	Sep. 28	Oct. 1
Issue 41 Oct. 11 - Coupon Page	Oct. 5	Oct. 8
Issue 42 Oct. 18	Oct. 12	Oct. 15
Issue 43 Oct. 25	Oct. 17	Oct. 22
Issue 44 Nov. 1 Veteran's Day Page	Oct. 24	Oct. 29
Issue 45 Nov. 8 - Coupon Page	Nov. 2	Nov. 5
Issue 46 Nov. 15	Nov. 9	Nov. 12
Issue 47 Nov. 22 Thanksgiving Day Page	Nov. 15*	Nov. 16*